

Ready, Set . . . Facebook!

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Why?

- * Why do you want to use social media?
- * What's your goal in reaching out through Facebook or Instagram?
- * Neosho County Health Department's goal ~ simple



County Policy

- * Does your county have a social media policy?
- * What if your county won't allow you to use social media as outreach?
- * Don't compare your program to others!
- * Start where you are at and build.



Facebook



- * What's your goal with social media outreach? ~ our goal was to increase the number of attendees at our Mommy & Me class
- * Find out peak posting time ~ 10 a.m. and 2 p.m. for us!
- * Engage with posts ~ ask questions ~ post on your own post
- * Don't reinvent the wheel – utilize what others are doing or posting (Say Yes to the Breast, The Leaky Boob, Kellymom)

Facebook ~ How the magic started

- * Have partner organizations promote on their Facebook too!
- * Post it on your own Facebook wall.
- * Our results weren't great at first!
- * Once we linked it to other pages that's where the magic started.



Facebook Partnerships

- * Who did we hook in with for support and promotion of our page/events?
- * Merle Kelly Ford (post events in our area)
- * Chanute Breastfeeding Moms
- * SEK Breastfeeding Moms
- * Library



What Mommy & Me looks like



Creating Posts

- * Canva is an online tool to help you create posts!
- * Templates that are ready made or you can custom create your post



Examples of Posts ~ we do countdown reminders!



Facebook ~ Did it work?

- * Outcomes
- * We went from an average of 3 moms attending Mommy & Me to 32!
- * How long did it take? Roughly 9 months

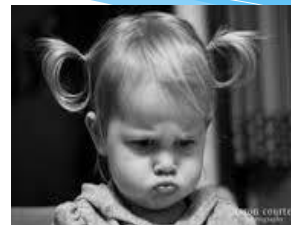


Additional Resources



- * National WIC social media tool kit (link)
- * <https://www.nwica.org/social-media-toolkit>

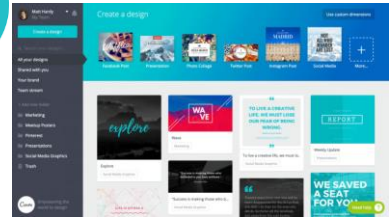
That doesn't work for my program!



Non Social Media Promotion

- * Can I still be successful if our county policy does not include Facebook? YES!
- * Remember ~ don't compare what is or isn't happening in your county to someone else. You can still be successful in promoting your program.
- * How do I begin?

Where do I start? Step 1 ~ create a flyer or postcard



Where do I start? Step 2 ~ Make a list

- * Create a list of where in your community you want to promote your program
- * Physician offices
- * OB/GYN new mom packets
- * Hospital discharge packets
- * Library
- * Community Partner Programs



Where do I start? Step 3

- * Bake a quick treat to share!
- * Food ALWAYS works to create a positive interaction!



Where do I start? Step 4 ~ put the plan into action

- * Use Canva to create a postcard or flyer promoting your program.
- * Bake brownies or cookies!
- * Then . . . stop by physician offices, hospital, OB/GYN, and the library! Pass out your flyers and your goodies
- * Your goal is to engage the community to bring awareness to your program.

It all starts with one step



- * Mommy & Me had only 3 moms in attendance for the first 6 months of our journey. We have bloomed into having 32 on average. It's crazy! It's wild! It's a great time!
- * The majority of the moms attending Mommy & Me were not on the WIC program until we introduced it at our meeting. Most had never even heard of the program and did not know what the qualifications were to be on the WIC program. It helped to raise our WIC numbers through this outreach!

You are not alone

WE ARE
*Stronger
together*



You are not alone



- * Lisa, Mona, and I are all here to help you promote your program and make it the best it can be this upcoming year!
- * We want to help you be successful and work through the things that you feel are standing in your way of making your program better.
- * Let's make a plan together to help you promote your program!
- * Please reach out to any of us through email or phone.
- * My email is breastfeeding@neoshocountyks.org